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Barring accidents, tires *made* alike will *act* alike. And the same goes for cigarettes. Only a cigarette made differently can be expected to have a different effect on the smoker.

PHILIP MORRIS is less irritating to the nose and throat* because of its distinctive method of manufacture. You can easily confirm that statement by making your own tests. Won't you try PHILIP MORRIS on your patients who smoke?

PHILIP MORRIS

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* Laryngoscope, Feb. 1935, Vol. XLV, No. 2, 149-154
Laryngoscope, Jan. 1937, Vol. XLVII, No. 1, 58-60

TO PHYSICIANS WHO SMOKE A PIPE: We suggest an unusually fine new blend—COUNTRY DOCTOR PIPE MIXTURE. Made by the same process as used in the manufacture of Philip Morris Cigarettes.